

**RESOLUTION NO.**

# 36  
3-2-06

**WHEREAS**, Austin is rated as the #3 city in the country for Digital Media/Entertainment development; and

**WHEREAS**, in 2005 U. S. computer and video game software sales were \$7 Billion and more than 228 million computer and video games were sold, almost two games for every household in America; and

**WHEREAS**, broadband households in the U. S. are expected to increase from 49% in 2006 to 65% by 2009, thereby increasing the availability of Digital Media/Entertainment to U. S. households; and

**WHEREAS**, local film directors are recognized leaders in the field of Digital Media/Entertainment and utilize local game development talent in these productions; and

**WHEREAS**, the City has taken substantial steps, such as partnering in the development of the Austin Studios, to encourage and enhance the Film and Digital Media/Entertainment industry in the Austin area; and

**WHEREAS**, in order to assure continuing and effective support for local Digital Media/Entertainment productions, the City must have access to current and accurate information about the state of the Digital Media/Entertainment industry in Austin; **NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

That the City Manager is directed to procure an economic impact study of the Digital Media/Entertainment industry, including the identification of opportunities to assist the industry in its Digital Media/Entertainment activities in the Austin area; and

**BE IT FURTHER RESOLVED:**

That the City Manager is directed to structure the study to:

- 1) Measure the economic and fiscal impact of the Digital Media/Entertainment industry in the Austin area;
- 2) Benchmark Austin against comparison communities and review best practices;
- 3) Identify key concerns of the local Digital Media/Entertainment industry, including services and facilities that are currently lacking, attraction and retention of employees, and identify opportunities;
- 4) Develop policy recommendations and implantations strategies; and

**BE IT FURTHER RESOLVED:**

That the City Manager require a first draft of the study within 120 days of the contract.

**ADOPTED:** \_\_\_\_\_, 2006

**ATTESTED:** \_\_\_\_\_  
Shirley A. Gentry  
City Clerk

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